

Rep Order# 9838853 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 583207

Printed: 10/29/2012 8:37 AM  
Last Received: 10/28/2012 4:01 PM  
Showing Buylines: All Rep Revised Lines

2 of 4

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# C23C29  
Buyer PATRICIA DOME  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/C23C29  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

ADD TO SKED - TTL = \$31,775- PLS CFM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*5	TU-F,M	530A-6A	NEWS	:30	\$350.00	10/30-11/05	4	1	4	\$1,400.00	
				Sales Remark: V5 ADD1X								
				V5 Comment Changed, Spots/week Changed								
	*23	TU-F	9A-10A	LIVE WITH KELLY	:30	\$220.00	10/30-11/02	2	1	2	\$440.00	
				Sales Remark: V5 ADD-								
				V5 Added								
	*24	TU-F	11A-12P	NEWS	:30	\$195.00	10/30-11/02	2	1	2	\$390.00	
				Sales Remark: V5 ADD-								
				V5 Added								
	*25	TU-F	10P-1030P	SEINFELD	:30	\$550.00	10/30-11/02	1	1	1	\$550.00	
				Sales Remark: V5 ADD								
				V5 Added								
	*26	TU-F	9P-1005P	NEWS	:30	\$1,650.00	10/30-11/02	1	1	1	\$1,650.00	
				Sales Remark: V5 ADD								
				V5 Added								
	*27	TU-F	630P-7P	SEINFELD	:30	\$605.00	10/30-11/02	3	1	3	\$1,815.00	
				Sales Remark: V5 ADD-								
				V5 Added								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*28	M	7P-8P	BONES	:30	\$2,750.00	11/05-11/05	1	1	1	\$2,750.00	
			Sales Remark:	V5 ADD								
			V5 Added									
	*29	M	8P-9P	MOB DR	:30	\$2,310.00	11/05-11/05	1	1	1	\$2,310.00	
			Sales Remark:	V5 ADD								
			V5 Added									
	*30	F	7P-8P	TOUCH	:30	\$1,650.00	11/02-11/02	1	1	1	\$1,650.00	
			Sales Remark:	V5 ADD								
			V5 Added									
	*31	F	8P-9P	FRINGE	:30	\$1,650.00	11/02-11/02	1	1	1	\$1,650.00	
			Sales Remark:	V5 ADD								
			V5 Added									
	*32	SA	5P-9P	COLLEGE FTBL	:30	\$2,420.00	11/03-11/03	1	1	1	\$2,420.00	
			Sales Remark:	V5 ADD								
			V5 Added									

---REPORT TOTALS---

Report Totals: 18 / \$17,025.00

---SALES MONTHLY TOTALS---

Nov 12: 48 / \$31,775.00

Sales Totals: 48 / \$31,775.00

Station Totals: 48 / \$31,775.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$138,152	CABL	0%	KDLU	0%	KJZZ	2%	KSL	24%	KSTU	23%
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KTVX	17%	KUCW	0%	KUTV	34%	UNKB	0%	UNKN	0%
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Books null  
Demos RA35+